Price: Twenty-Five Cents . . .
Thirty Cents Canada and Foreign

GORDON - SWIFT HOMES, INC.
BOX 508-B, R.D. #1 CLAIRTON, PA.
HOMESTEAD 2-0620 ELIZABETH 777

Charles M. Yingling

The Key to Your Future...

HAPPINESS SECURITY COMFORT

SWIFT

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Dear Prospective Home Owner

We welcome this opportunity to tell you about Swift Homes . . .

In most cases, the largest single purchase one makes in his lifetime is a home for his family. To answer those desires of comfort, happiness and security, our thoughts usually center on a home as the solution.

Our homes incorporate customized features and flexible arrangements in one, two, three and four bedroom plans, with or without basements. Designed by our own architects, they are planned to provide as much useable living and storage space as possible. Swift homes are engineered to "do-it-yourself" simplicity.

We know that you will always be proud of owning a Swift home. Good planning, functional design and fine quality materials will make it as beautiful and as modern many years from now as it is today.

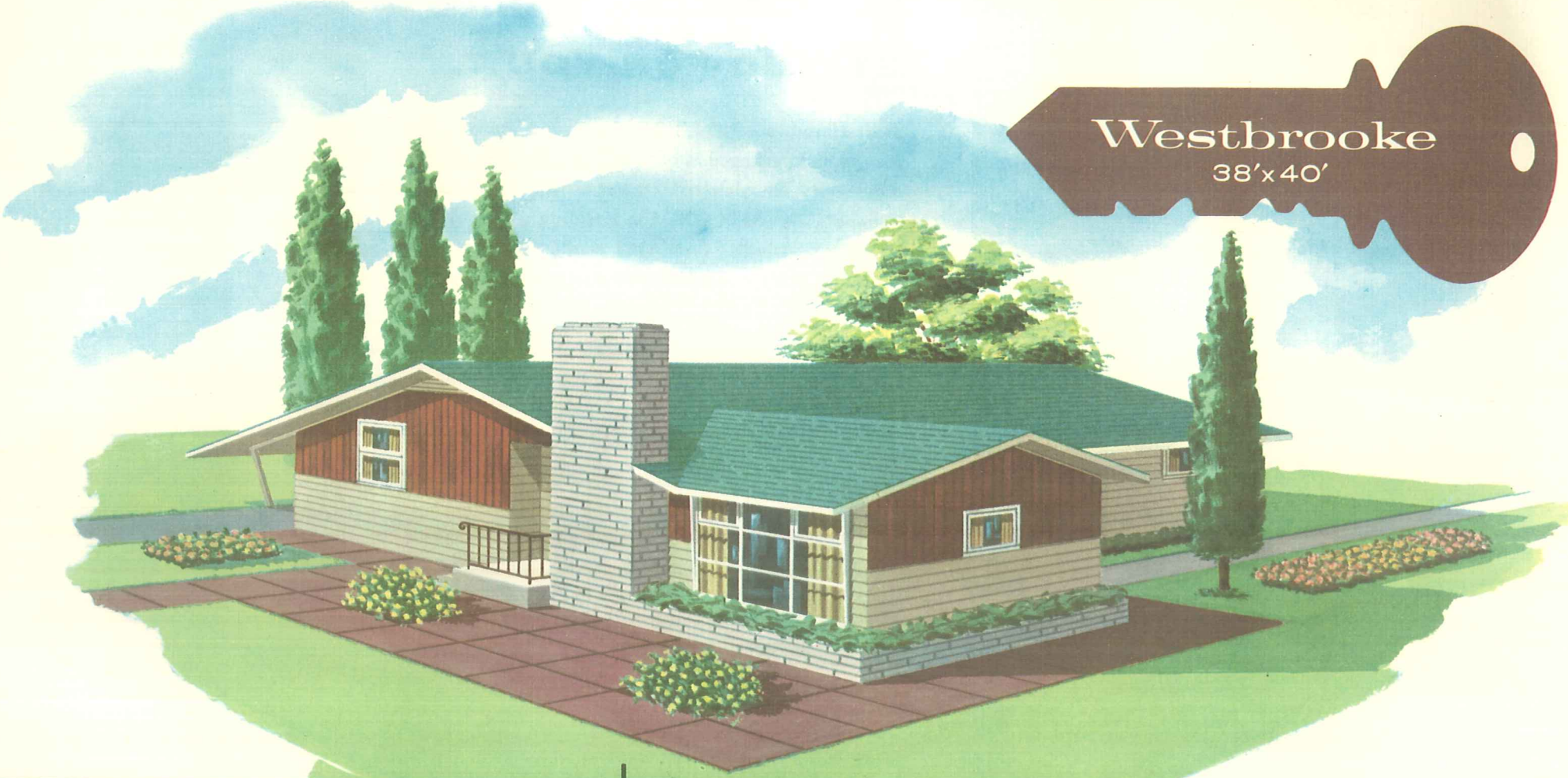
These are truly big homes—big in convenience—big in liveable space—big in exceptional value.

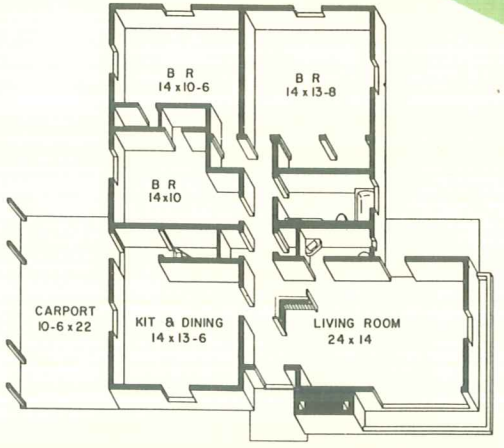
We are sure you will find on these pages a "heart's desire" . . . in a home just right for your family, to suit your taste *and* pocketbook!

HERE IS YOUR KEY TO TOMORROW'S HOME TODAY!

Westbrooke

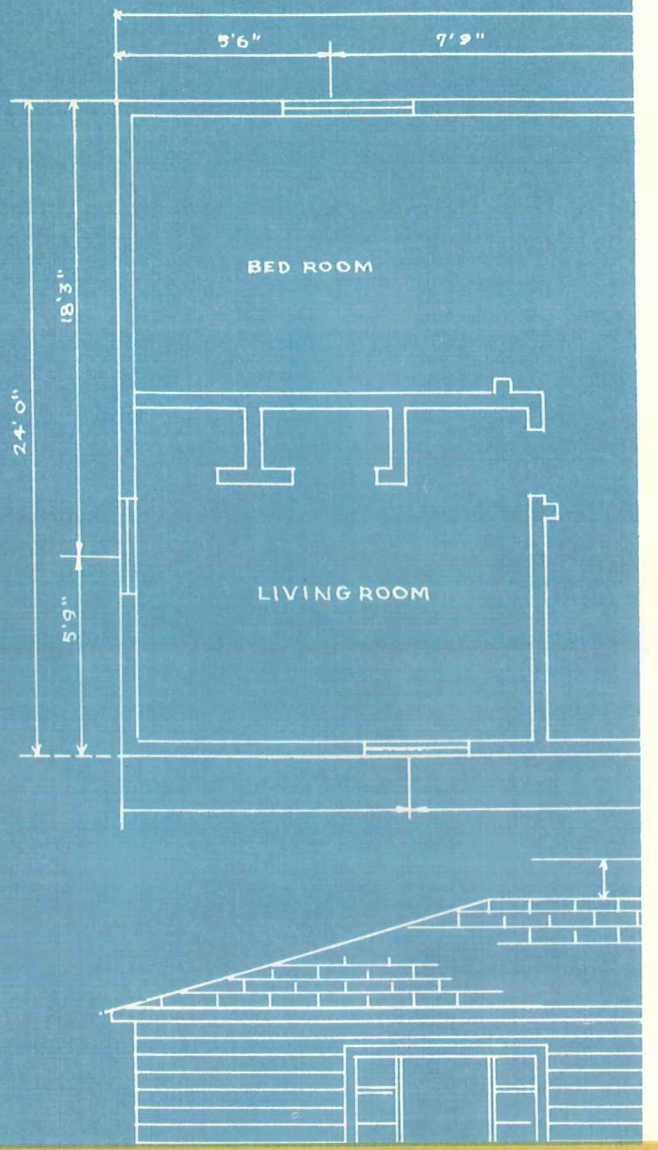
38′x40′





SWIFT

Introducing the Westbrooke . . . Our newest, most modern contemporary-designed home featuring a low-pitched roof and extremely wide roof overhang. The three well-placed, extra-large bedrooms have ample closet space. A master bath, plus convenient powder room are included in the floor plan. Non-bearing partition walls can be moved to provide room sizes as desired. Decorative wood paneling combined with cedar gives the exterior its mark of individuality. Awning style, ribbon windows and a generous picture window gives an abundance of incoming light and a sense of living outdoors. The ultramodern carport carries out the contemporary feeling.



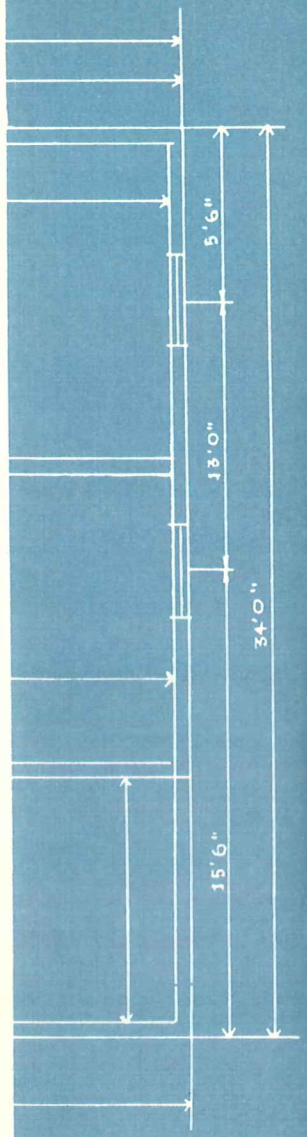
STYLED FOR YOU...

Swift Homes are NOT PRE-FABS, but are conventional homes pre-cut and packaged in our modern factory to meet with building codes—city or suburban. Our staff of competent architects and engineers, especially skilled in techniques of design and construction, have included your most wanted features in our beautiful one story, story-and-a-half, two story and split level homes.

Our homes, as you will see, offer not only a choice of three accepted roof styles; but, also a choice of roof colors, three distinctive window styles, exterior door styles and floor plans at no additional cost to you. The non-bearing wall partitions in any of our models can be placed to suit your desired room sizes.

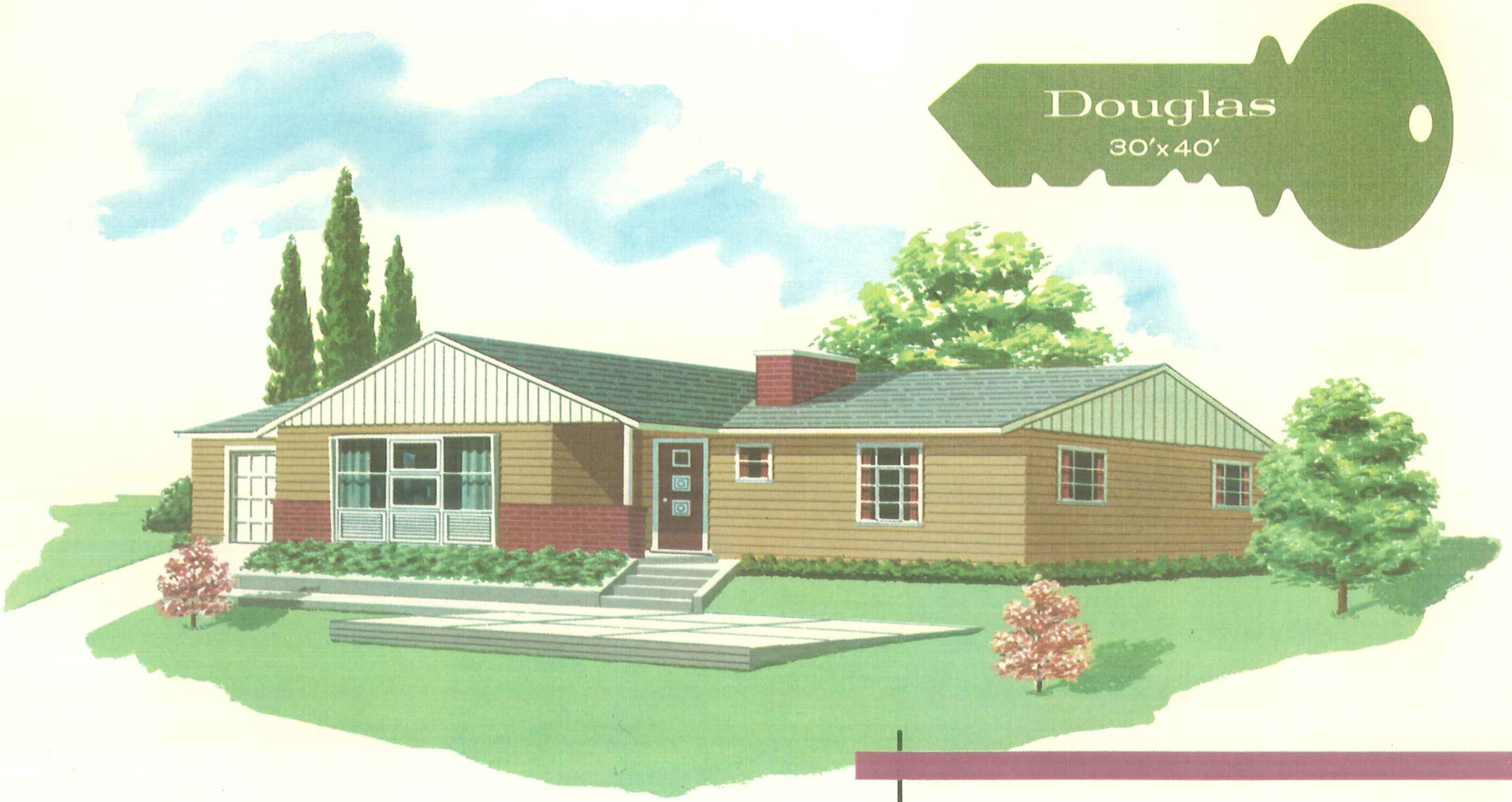
Swift homes are so designed that you will find them completely adaptable for future expansion by the addition of a second story for flat-roofed homes or the enclosing of carports. To enhance any Swift home of your choice you can order breezeway-garage combinations, carports and integral garages. Our homes can be erected on full basements, crawl space or slab.

Swift Homes meets your individual housing requirements—not only from an architectural standpoint, but because of their individual customized look and variety of styles and variations.

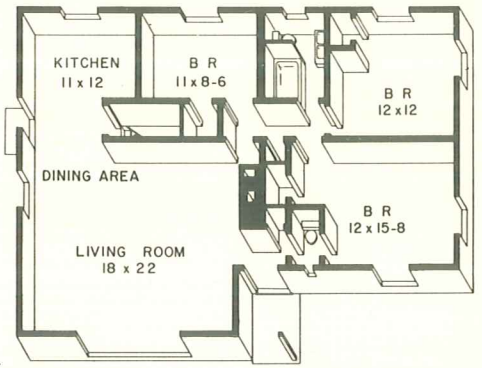


Douglas

30′ x 40′



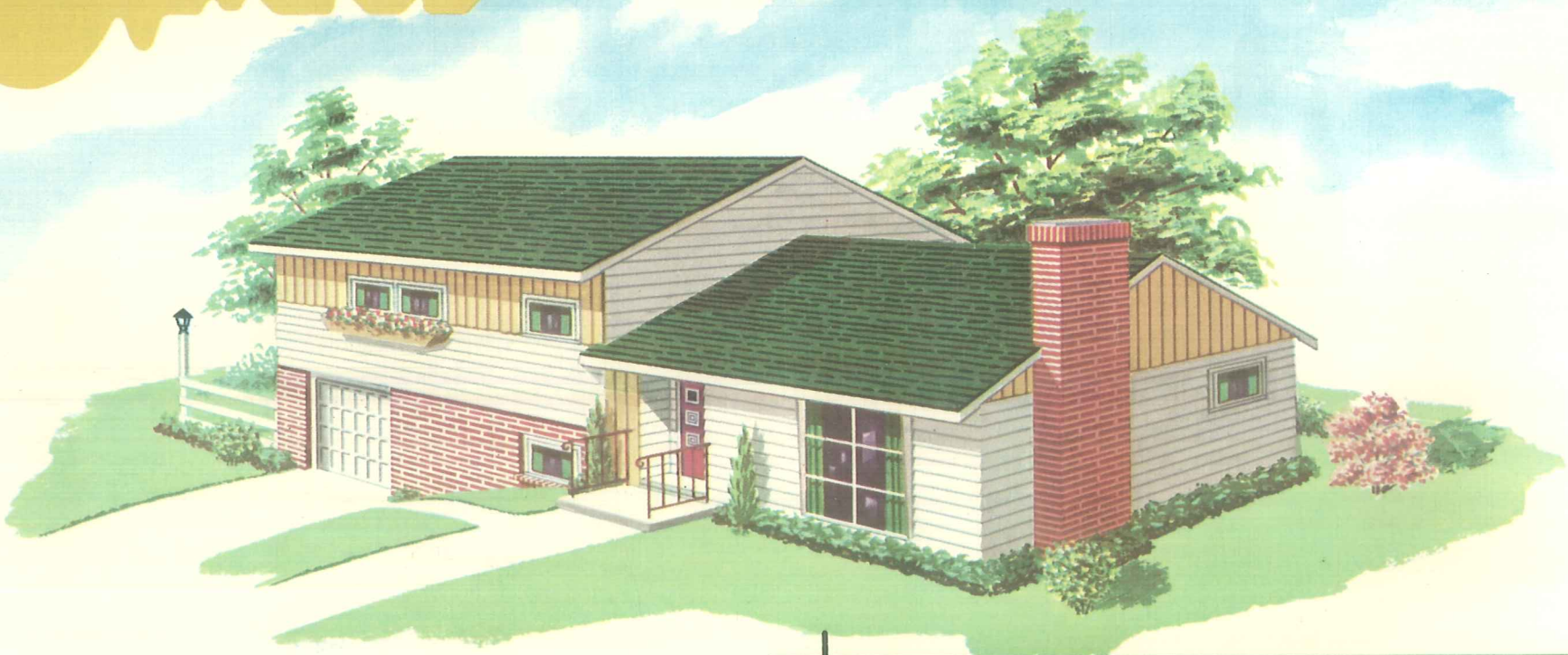
Everything you could possibly want in a home—the Douglas' adaptable floor plan gives you a choice of either three bedrooms with two baths, or four bedrooms and bath arrangement. Lots of roominess (including an 18′ x 22′ living room), family-planned to make modern, casual living a pleasure. The wide overhang adds grace to the roof line and provides shade as well as weather protection as it blends into the covered porch.



SWIFT

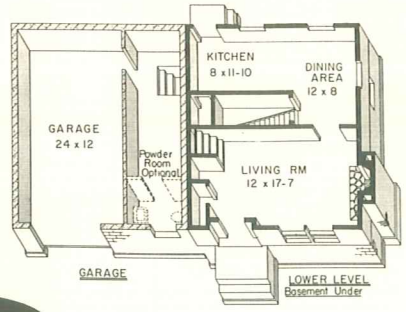
Dover

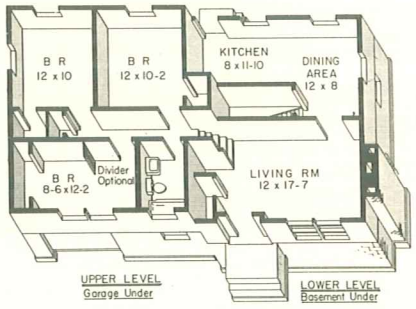
24'x40'



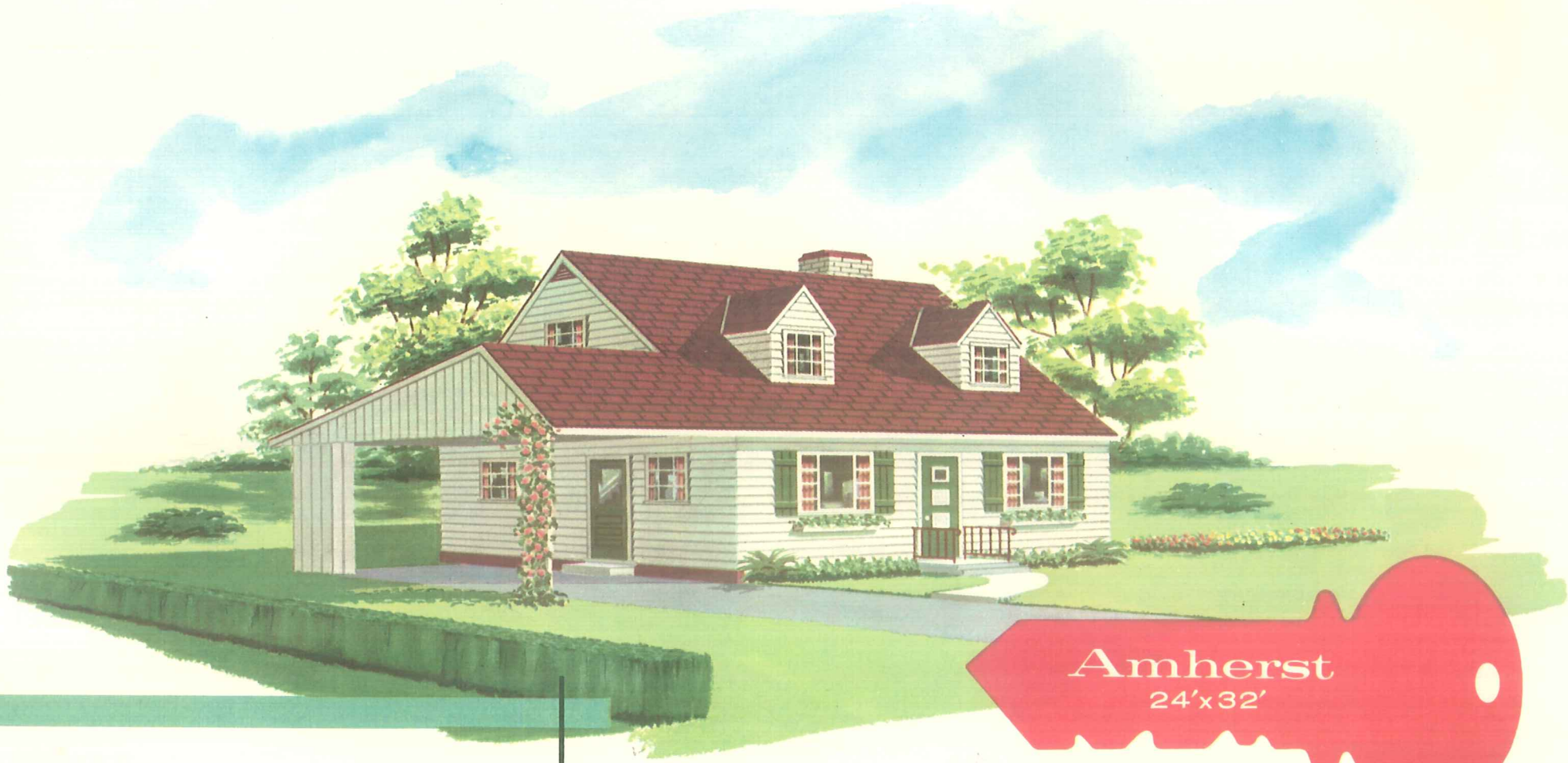
This new, split-level design has captured the favor of prospective home owners all over America. It offers bungalow living, yet is duo-level. Lower level features dining area, workable kitchen and large living room. Compact three-bedroom plan and full bath on upper level. Full basement includes garage, space for utilities and laundry, storage and activities room and convenient powder room. Entrance has deep recess. The Dover is designed with a gable roof, awning windows and window wall. It may be built on rolling or flat terrain.

P. S. Yes, you get the fence and lamp post, too!

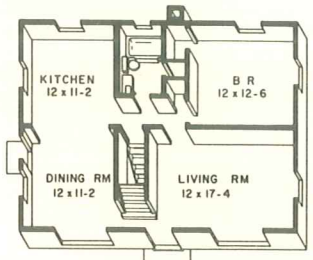




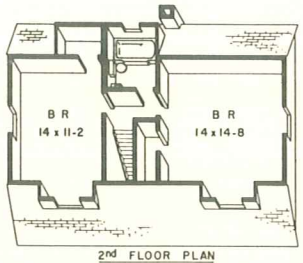
SWIFT



Amherst
24′x32′



1st FLOOR PLAN



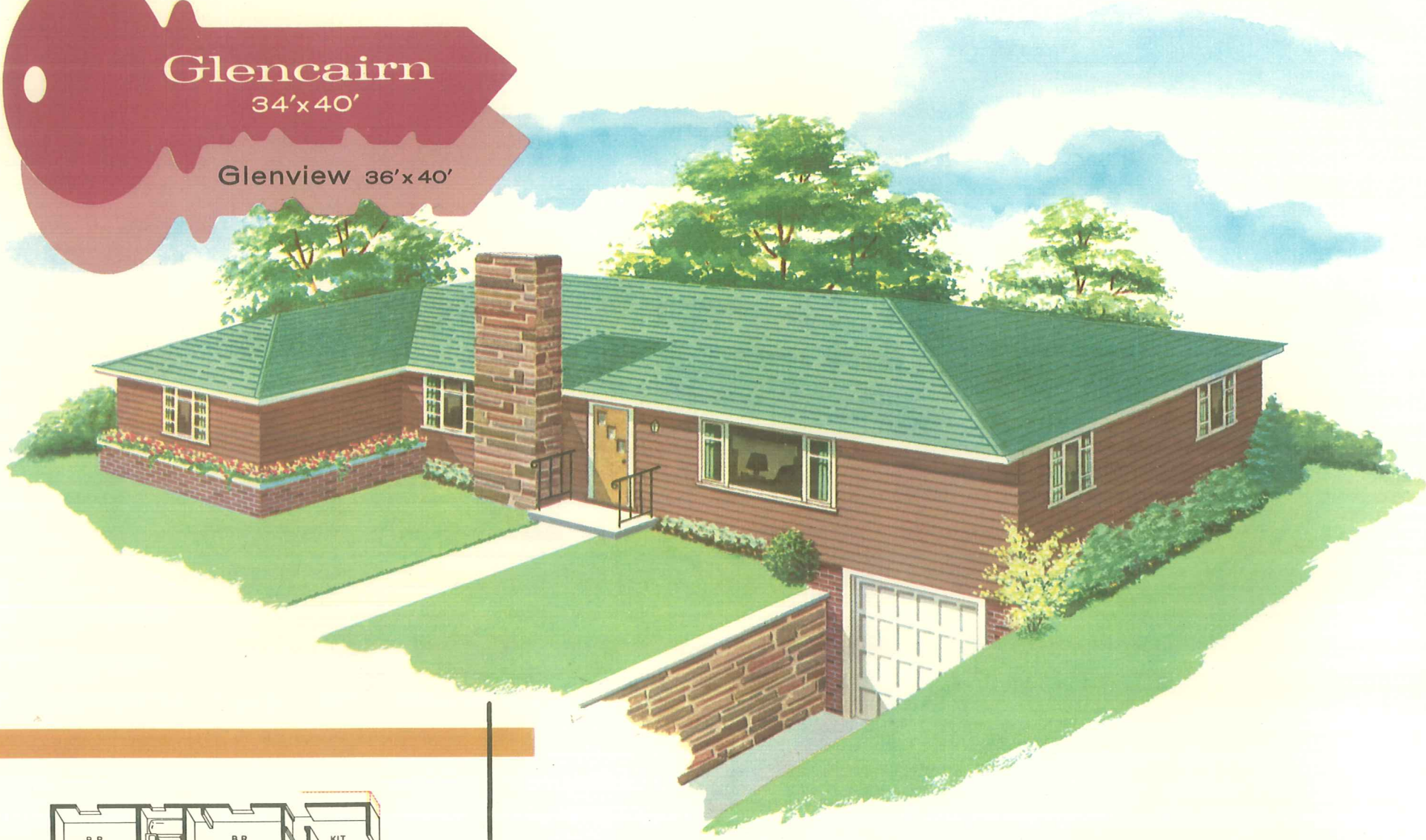
2nd FLOOR PLAN

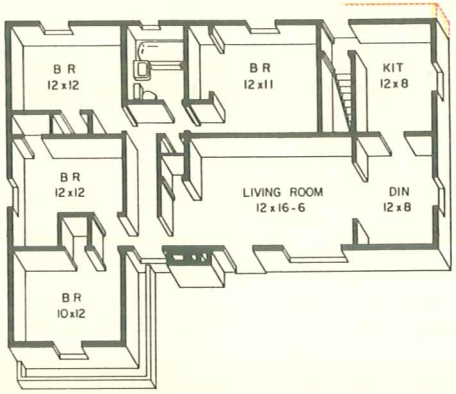
SWIFT

Your savings start when you purchase a Swift home! You save on architects' fees, high labor costs, material wastage and building time; and you can save additional thousands by erecting your home yourself. This perennial favorite, story-and-a-half Cape Cod-styled home is perfect for the smaller lot. First-floor plan offers a large master bedroom and bath, plus living room, dining room and kitchen. Second story is designed for two bedrooms and additional bath, which can be finished at any time for the growing family. Two front dormers and rear shed dormer can be ordered at time of purchase by specifying (Amherst Deluxe). 10′ x 20′ foot carport including outside tool closet, is also an optional feature.

Glencairn
34'x40'

Glenview 36'x40'





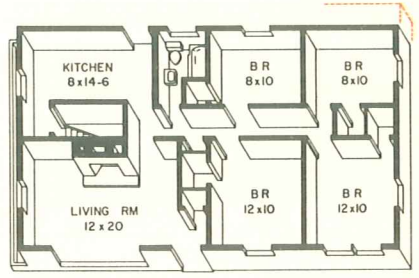
SWIFT

Country gentleman or city dweller can build this outstanding ranch-style home in their spare time and save thousands of dollars. Its long, low lines are emphasized by the hip roof design, wide overhang of eaves and handsome cedar-sided exterior. Four or five bedroom plans are available. The integral garage with its additional storage area for tools or toys is an optional feature. The Glenview differs from this home only in that it is two feet wider.

Sylvanian
24'x40'

Sylview 26'x40'

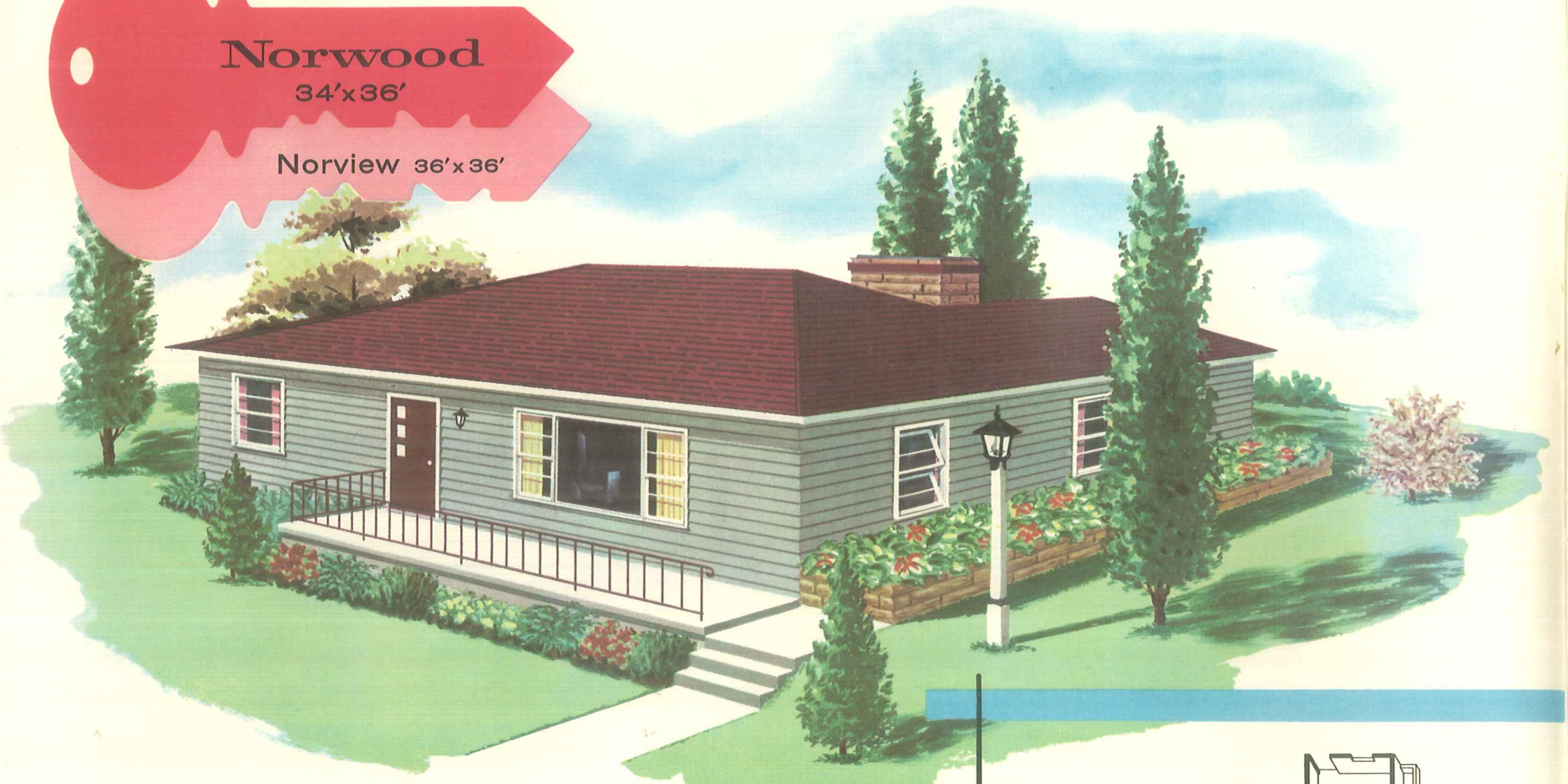
You don't have to have a degree in engineering or be a carpenter to use our simple-to-follow, step-by-step, pictured erection instructions and construct a home like the Sylvanian—or any Swift home. Shown here is a spacious four bedroom home, illustrated with gable roof that has utility as a storage area. The interior is flexible and room sizes can be customized to your particular needs. Window wall and awning-type windows make the interior bright and cheery. Many families convert the fourth bedroom into a den or TV room. The Sylview—companion home to the Sylvanian is two feet wider.



SWIFT

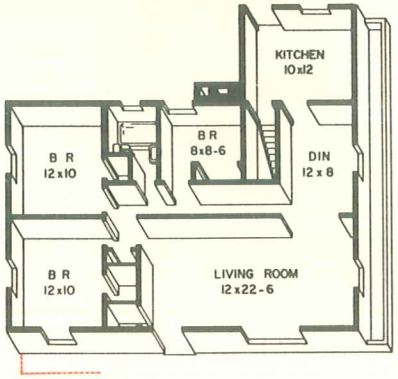
Norwood
34'x36'

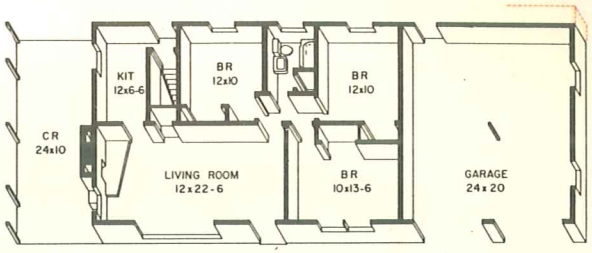
Norview 36'x36'



No one can raise your rent when you buy your own home . . . like this Swift-built Norwood with its three-bedroom plan. The good-looking hip roof has a wide overhang for shade and protection as well as adding style. Illustrated are the new Twin-Tilt, double-hung windows and large picture window. The vertical, three-lite door as shown is only one of the many exterior door styles offered on all models at no additional cost. The Norview gives you additional space with two extra feet added to the home's width. Wing may be placed front or rear on any of our "L" shaped homes.

SWIFT

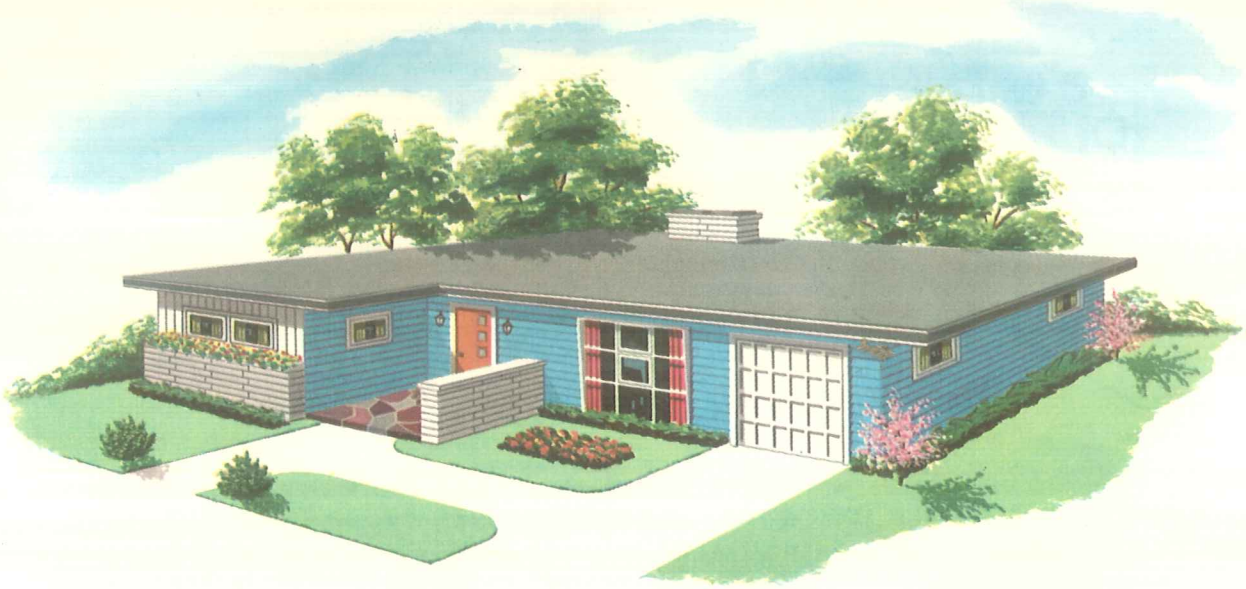




Thousands of happy home owners are enjoying life in the Highland. This charming home offers a modified three-bedroom ranch plan. Imagine the fun that can be had with family and friends when you build an outdoor barbecue in the multi-purpose carport. One or two car integral garages can be added—this enhances the home's lines. To accentuate all homes with awning windows, we furnish an attractive flower box and vertical siding as illustrated. The Highview gives more width to your rooms by making the entire home two feet wider.

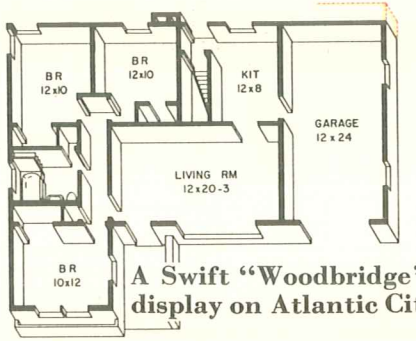
Highland
24′x36′

Highview 26′x36′



Woodbridge
34′x32′

Woodview 36′x32′

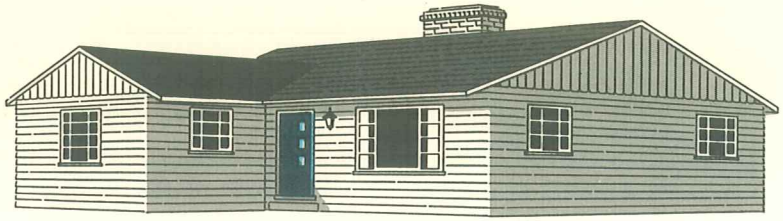


Your Woodbridge can be as individually *you* as you want it to be! Pictured above is the California flat-deck roof on a two or three bedroom, contemporary "L" plan . . . this western influence adds appeal to a truly low-cost home. The wide overhang, as on all three roof styles, gives shade and protection. The handsome, sectional panel overhead door is furnished with integral garages. Two feet is added in width with the 26 foot span Woodview.

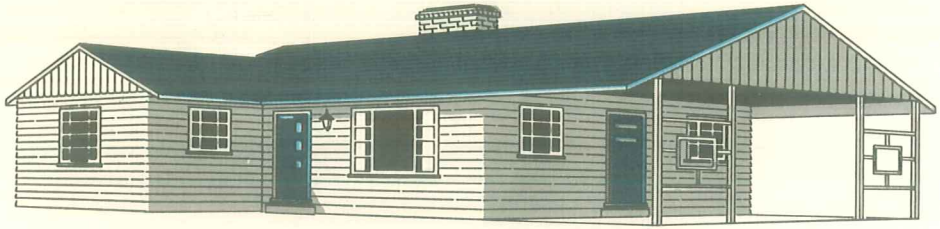
A Swift "Woodbridge" is currently on display on Atlantic City's Central Pier.

Gordonaire
34'x28'

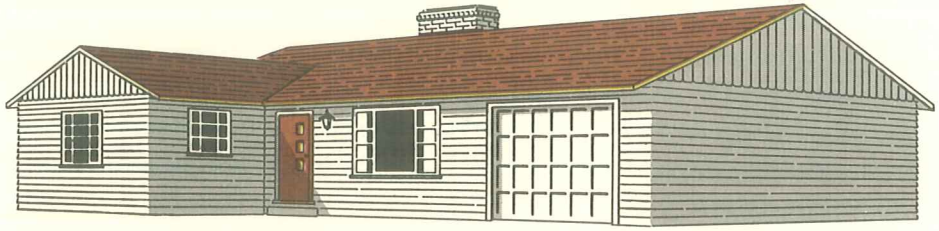
Gordonview 36'x28'



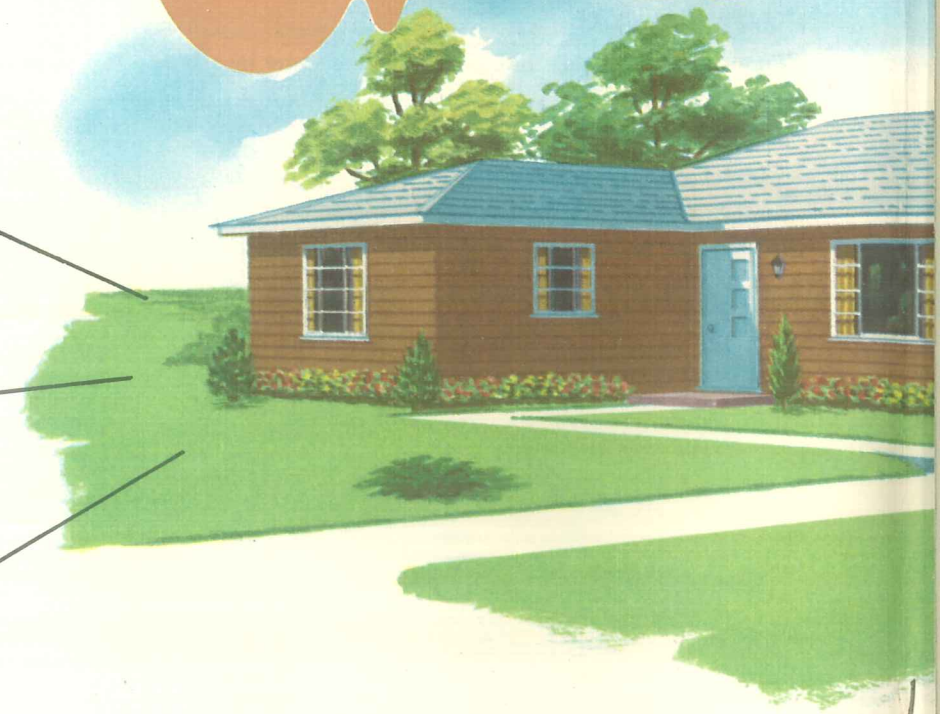
▲ Basic Home shown with Gable Roof



▲ Illustrated is Gordonaire with multi-purpose carport.



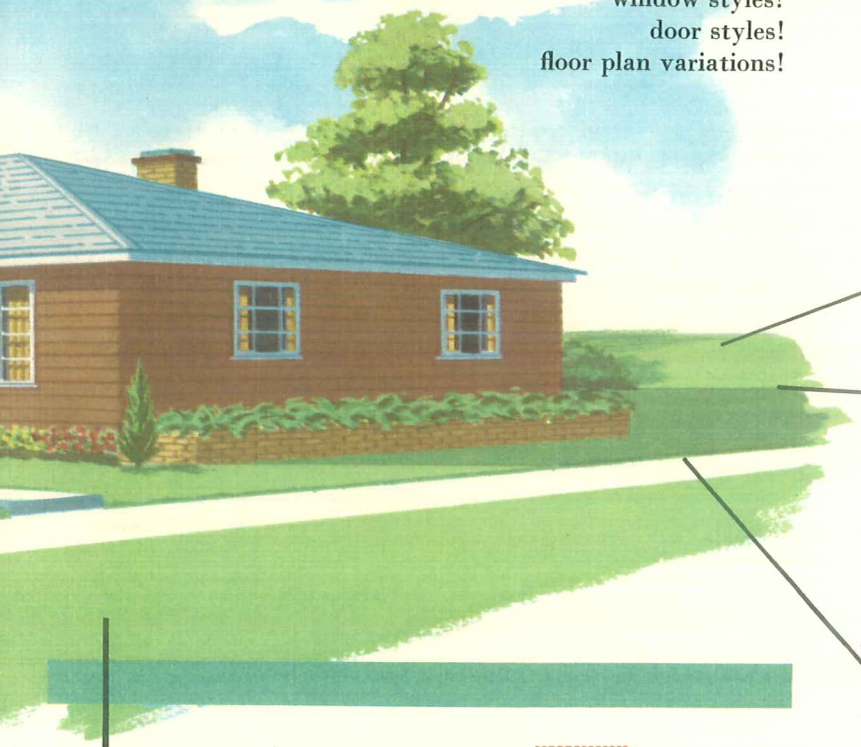
▲ An Integral one or two car Garage can be added to Basic Home

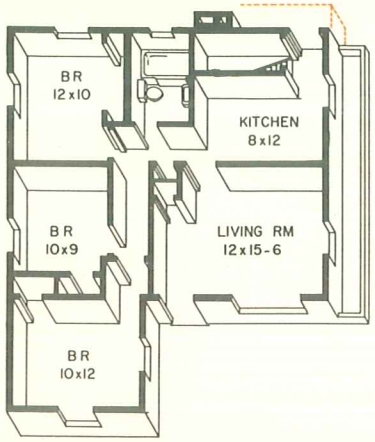


You owe your family a home of their own—and nothing could be finer than this rambling two or three bedroom exceptionally priced Gordonaire! Shown here with an attractive hip roof, and wide overhang all around, good looking Bee Gee wood casement windows, and picture windows, moveable interior partitions permit a wide variety of roomy arrangements. Many families use the third bedroom for a sewing room, den or TV room. The Gordonview is the same basic home plus two additional feet in width.

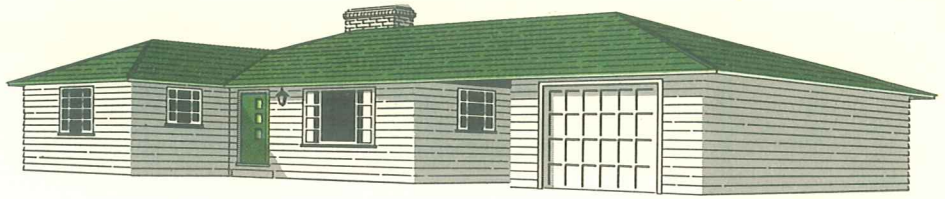
On these pages we are showing how the basic Gordonaire (illustrated below) is completely adaptable. The variations as shown are available at owner's option on all models except Westbrook, Dover and Amherst.

There is *no extra charge* for your choice of roof styles!
roof colors!
window styles!
door styles!
floor plan variations!



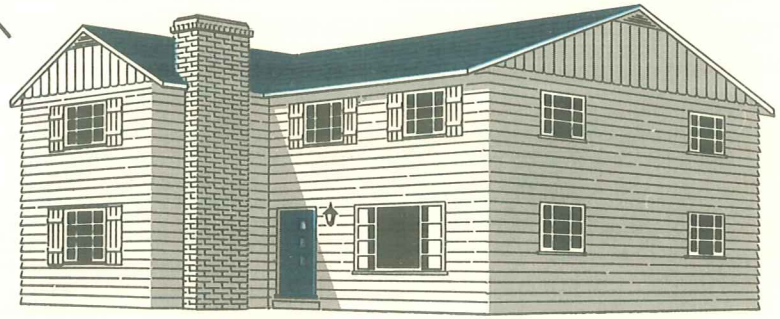


SWIFT

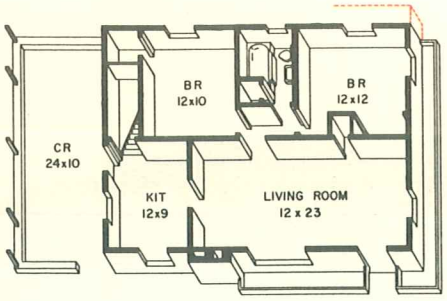


▲ Pictured is home with Breezeway Garage combination

▲ Gordonaire with attractive California flat roof



▲ If your home is originally ordered with a flat roof you can add-a-story at any time to make a two story home.



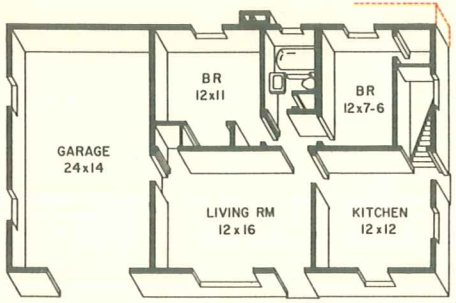
Ravenswood
24'x32'

Ravensview 26'x32'

If you pride yourself on being a good shopper—then try to beat this home value! Here's built-in quality, economy and style . . . all in one home—what more can you ask—the Ravenswood has everything! Large master bedroom and second bedroom—spacious kitchen—living-room-dining area make this attractive bungalow a homemaker's dream. Note how the optional carport has been enclosed to provide a luxurious porch for family outdoor relaxation. Sixty-four square feet of additional living area can be added by ordering the Ravensview.

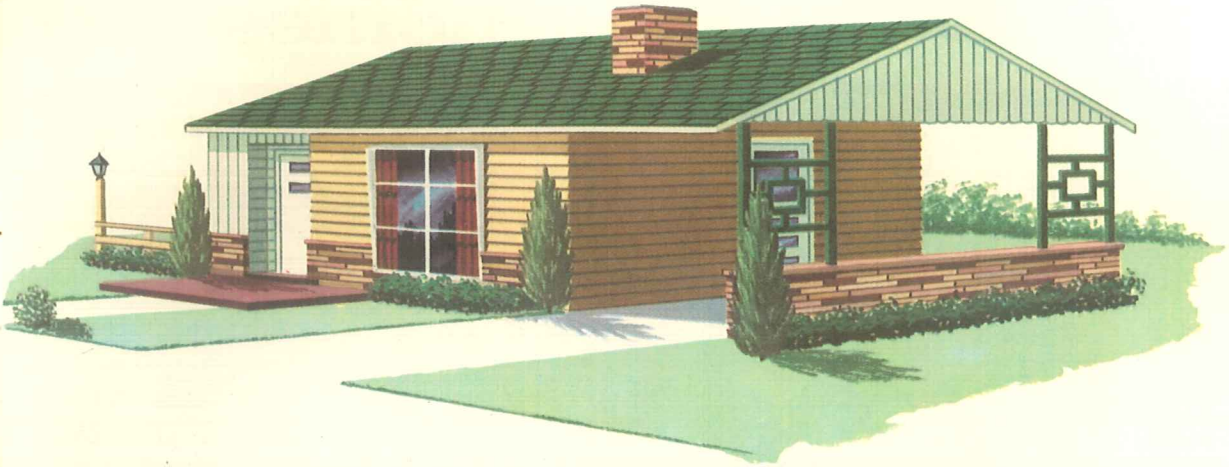
Cedarhurst
24'x28'

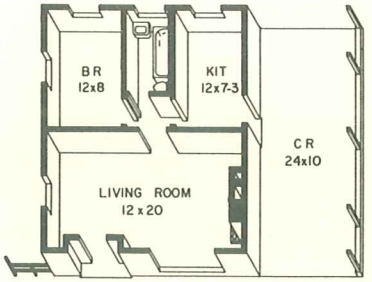
Cedarview 26'x28'



Discover the many unusual features in this fine two bedroom Cedarhurst planned for the family seeking a truly distinctive home. Ample closet space in each room. Living-dining area combined provides roominess when friends drop in! Quality way up and priced way down has made this value packed home a nationwide favorite!

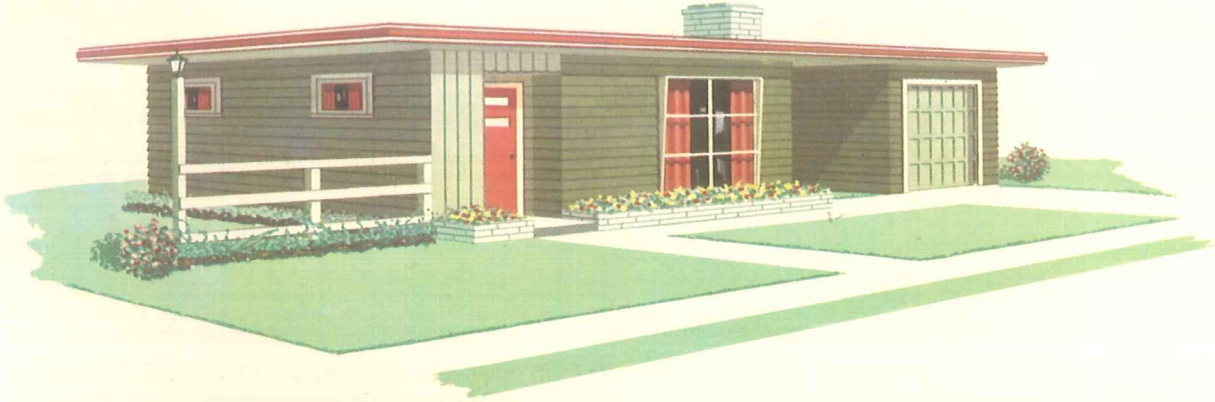
The Cedarview gives you two additional feet of living area in the width of the home.





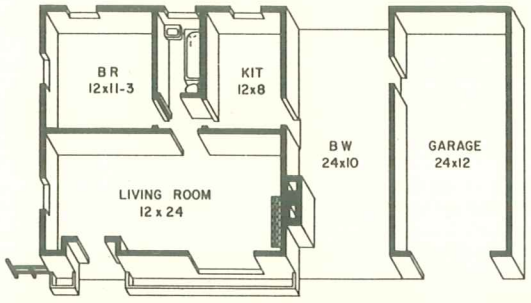
Do you realize that a "Cavalier" can be purchased cheaper and easier than a house trailer? It's an ideal home for the newlyweds or the older couple, living alone. This one bedroom plan is perfect for that summer or resort home you've always dreamed about. The recessed entrance and western fence give the Cavalier a distinctive touch. The multi-purpose carport is an optional feature that can be converted into a screened porch or two additional rooms at any time.

Cavalier
24'x20'



Kirkwood
24'x24'

This attractive home embodies all the features of the Cavalier yet is four feet longer in size. Because of its moveable partitions, the Kirkwood can be utilized as a one or two bedroom home. The panoramic window wall gives that much desired "inside-outside" feeling. The breezeway and garage add length to its lines and can be ordered at time of purchase.



Swift-built homes give

★ COMMON TO ALL HOMES

● GABLE AND FLAT ONLY

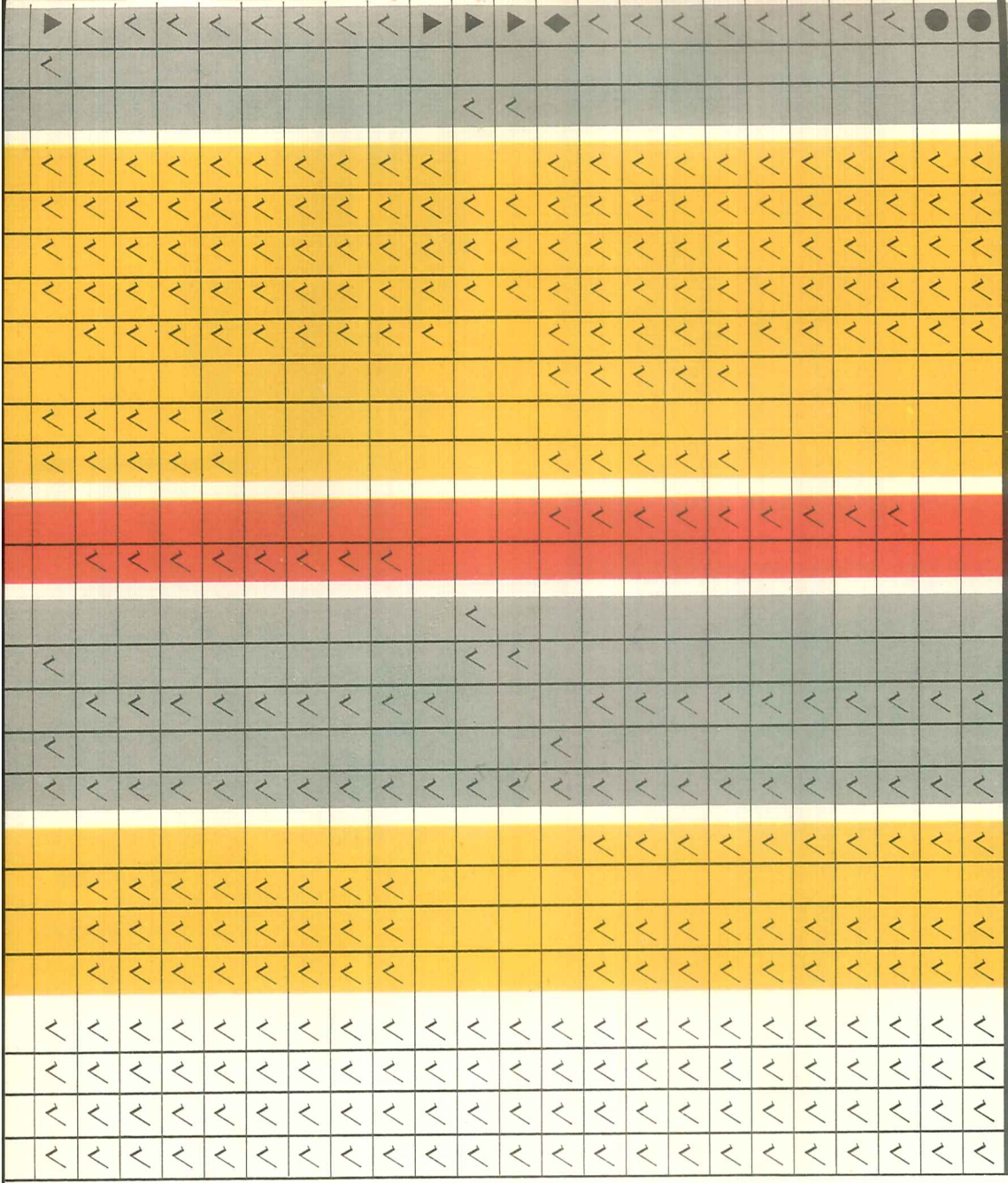
▲ GABLE ONLY

◆ GABLE AND HIP ONLY

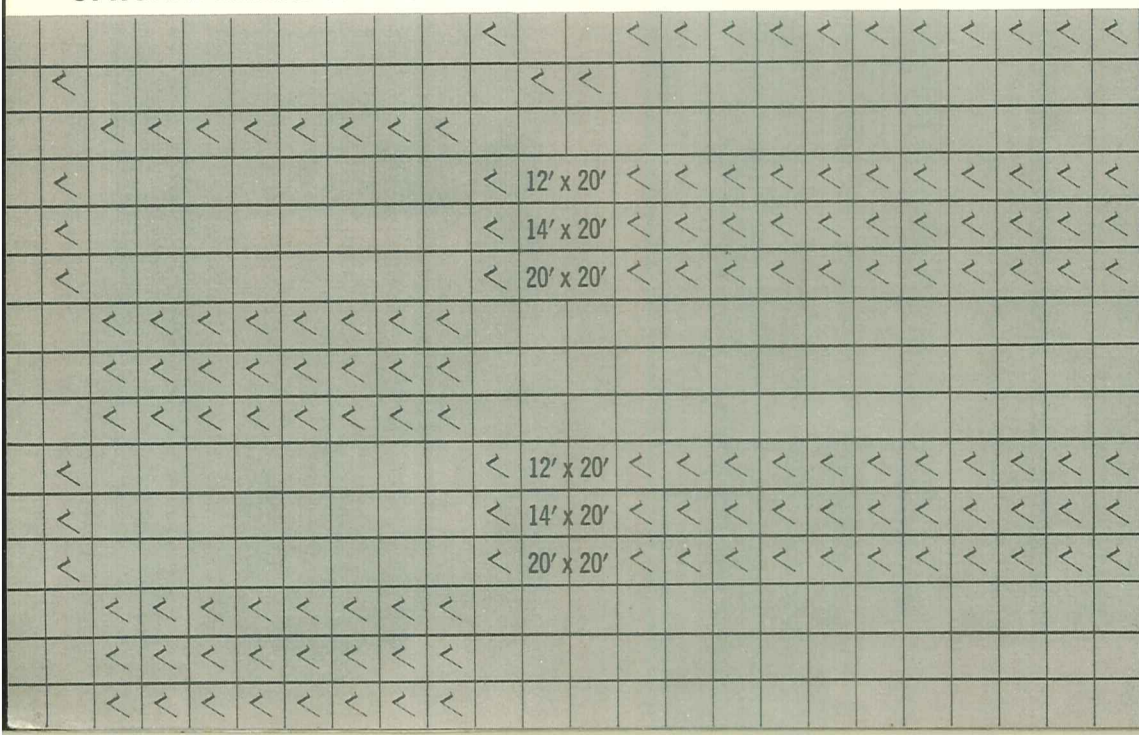
All masonry, grille work, etc., at owner's option

	FLOOR MATERIALS													SIDEWALL MATERIALS																						
	6"x10" Center Beam★	2"x6" Foundation Plate★	2"x8" Side Headers	2"x8" Double End Headers	2"x8" Floor Joists	2"x10" Side Headers	2" 10" Double End Headers	2"x10" Floor Joists	Double Floor Joists Under Bearing Partitions★	Metal Bridging★	T&G Sub Flooring★	2"x8" Second Floor Joists	Nails★	2"x4" Studs 16" O.C.★	3-2"x4" Plates Throughout★	Double 2"x6" Headers over Exterior Doors and Windows★	Double 2"x10" Headers over Large Window Wall Window	Double 2"x6" Header over Bee Gee Picture Window	Double studding around all doors and windows★	Partitions as shown on floor plans★	½" Asphalt Insulation Board★	Lifetime Cedar Siding for exterior★	Metal protective siding corners★	8' Ceilings (First Floor)★	Unfinished second story for future completion	Nails★	Flower Box and Vertical Siding with Awning Windows	3/0 x 6/8-1¾" Birch, flush front door	2/8 x 6/8-1¾" Birch, flush front door	2/8 x 6/8-1¾" Birch, flush side door	2/8 x 6/8-1¾" Birch, flush rear door	2/8 x 6/8-1¾" Fir, paneled rear door	Frames, Oak Sills, Oak Thresholds, Brass Hardware and Hinges for Exterior doors★	Window Wall and Awning-Type Ribbon Windows and Recessed Door	Choice of wood casement, window wall and awning windows or twin-tilt windows	Window screens optional
CAVALIER 24′ x 20′	√	√	√	√	√				√	√	√		√	√	√	√			√	√	√	√	√	√	√	√	√		√			√	√	√	√
KIRKWOOD 24′ x 24′	√	√	√	√	√				√	√	√		√	√	√	√			√	√	√	√	√	√	√	√	√		√			√	√	√	√
CEDARHURST 24′ x 28′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
RAVENSWOOD 24′ x 32′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
HIGHLAND 24′ x 36′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
SYLVANIAN 24′ x 40′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
GORDONAIRE 34′ x 28′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
WOODBRIDGE 34′ x 32′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
NORWOOD 34′ x 36′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
GLENCAIRN 34′ x 40′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
DOUGLAS 30′ x 40′	√	√	√	√	√				√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
AMHERST STD. 24′ x 32′	√	√	√	√	√				√	√	√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
AMHERST DELUXE 24′ x 32′	√	√	√	√	√				√	√	√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
DOVER 24′ x 40′	√	√	√	√	√				√	√	√		√	√	√	√			√	√	√	√	√	√	√	√	√		√			√	√	√	√
CEDARVIEW 26′ x 28′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
RAVENSVIEW 26′ x 32′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
HIGHVIEW 26′ x 36′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
SYLVIEW 26′ x 40′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
GORDONVIEW 36′ x 28′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
WOODVIEW 36′ x 32′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
NORVIEW 36′ x 36′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
GLENVIEW 36′ x 40′	√	√				√	√	√	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√			√	√	√	√
WESTBROOKE 38′ x 40′	√	√				√	√	√	√	√	√		√	√	√	√	√		√	√	√	√	√	√	√	√	√		√	√	√	√	√	√	√	√

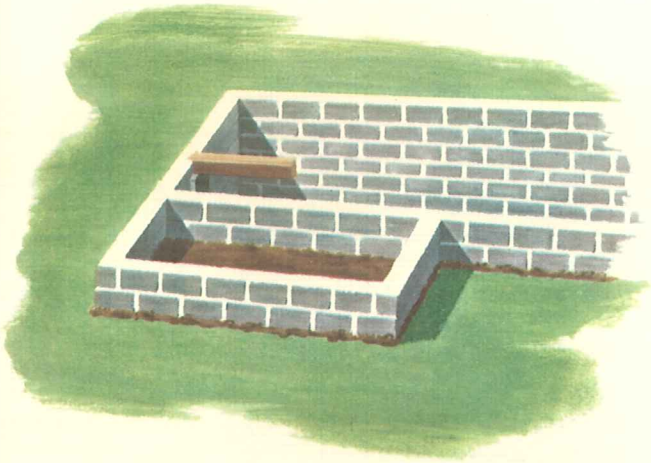
you everything you need!



OPTIONAL EXTRAS . . . MUST BE ORDERED AT SAME TIME AS HOME . . . ROOF STYLE TO MATCH HOME



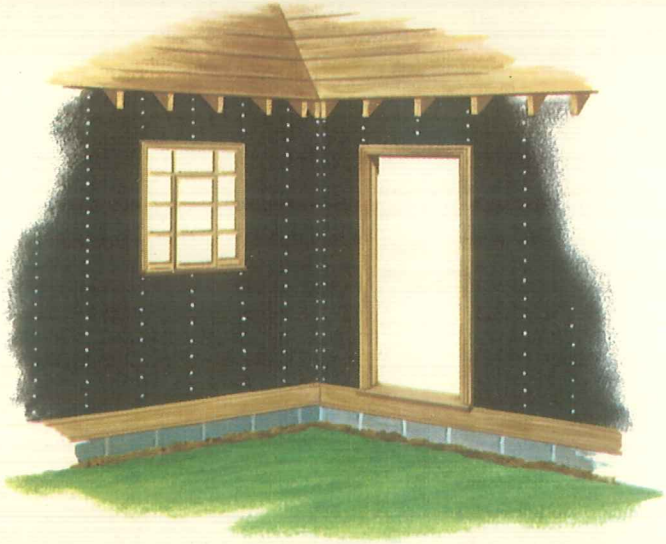
SWIFT HOMES are designed for the "do-it-yourself" market. Through factory precision cutting and streamlined assembly and production methods, your Swift Home can be conventionally erected in just a few short days. They can be built on either full foundation, crawl space or slab construction. The easy to follow, step-by-step erection manual furnished free with each home makes erection simple, even for the novice.



Full basement construction is illustrated, showing 6"x10" center beam in foundation notch. Concrete pilaster gives additional strength.

Wall framing members give evidence of strength of construction showing double headers over windows and door and triple stud corners. Metal bridging gives extra rigidity and strength.

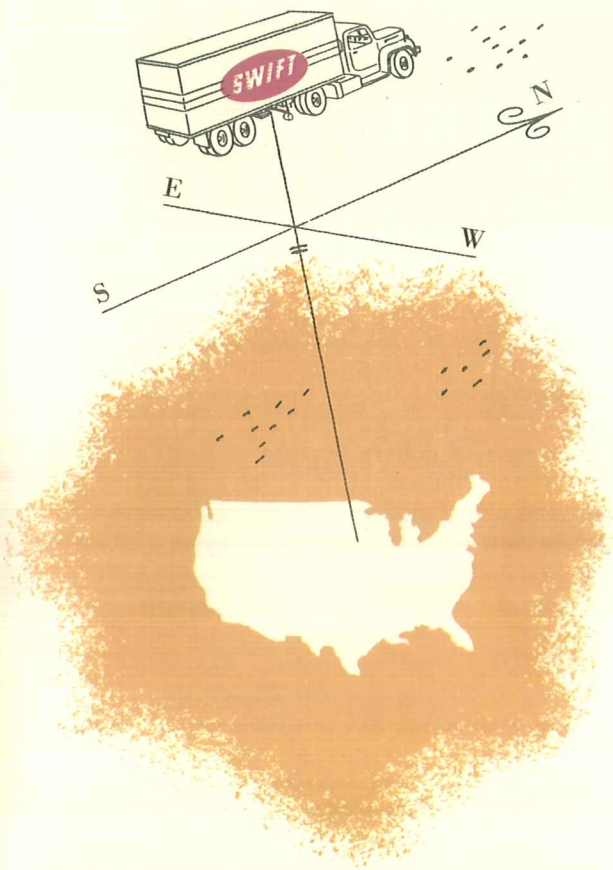
Extra heavy insulation board affixed to wall framing members gives rigidity and weather protection as well as positive insulation for your home.



Red cedar, 8" beveled siding, with protective metal corners is furnished. However, owner may use brick, stone or a combination of either with cedar.

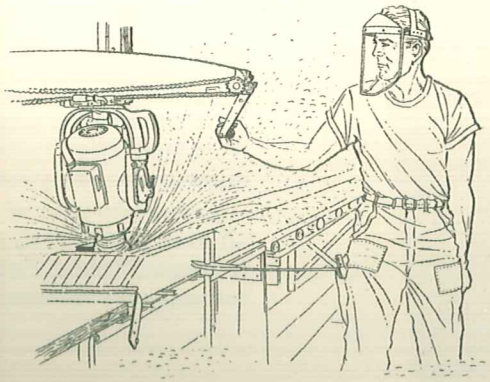
You can build a handsome home just like this yourself—even without previous building experience—thousands, all over America have done it—so can you!

Factory to you from our plant.

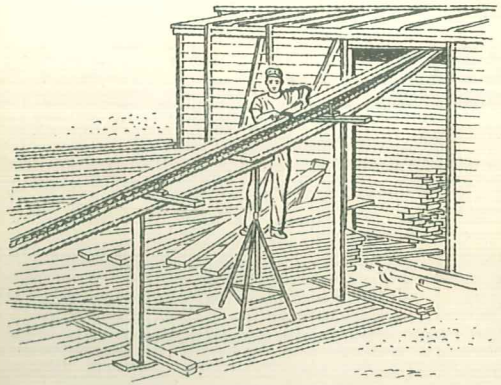


Nestled on the banks of the Monongahela River, close to Pittsburgh, Pa., is the modern 8-acre Swift Homes Plant. Here on Swift's own siding come trainloads of fine quality materials from the prime forests and factories of the nation. They will pass through streamlined production processes to become component parts of America's finest precision-cut homes. Swift's own fleet of trailer trucks will carry these homes directly to the lot site of purchasers all over the country.

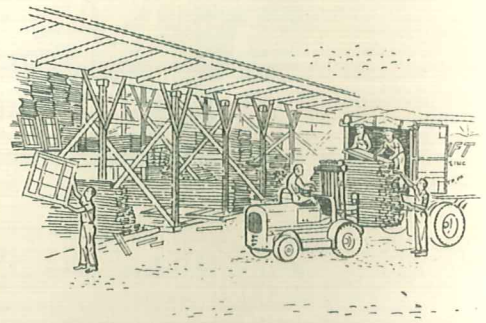
A corner of the vast engineering and drafting department where new techniques and designs are continually being developed.



A section of the production line—here roof rafters are being notched.



Unloading one of the cars of kiln-dried lumber from our mills in the Northwest.



Each home is mechanically and scientifically loaded on a separate trailer for delivery right to your lot site.

Everything about a SWIFT home is conventional but the price.

DO-IT-YOURSELF

There are some people who do not have time to erect their own home, so Swift will arrange for a professional erection crew to assemble the home of their choice for them in a few days and at a very nominal cost; and yet, they will save thousands of dollars because of Swift's mass purchasing power, elimination of waste and excessive labor costs and use of modern methods in home production by competent engineers and architects.

However, there are many people who want to save additional thousands, for they realize, "it's a simple economic fact that a $75.00 a week bookkeeper cannot afford to pay a $150.00 a week carpenter!" For this group, we have done everything to make the erection of our homes as easy as possible. We precision-cut our materials in our modern factory and all component parts are bundled, packaged, boxed and clearly marked for quick identification. All these materials are delivered, ready for assembly, by our own trucks, right to the lot site, along with a complete list of materials and blueprints.

Everything about a Swift home is conventional but the price! We supply an easy to follow, step-by-step, word and picture erection booklet. This complete building guide is full of clear illustrations and simply written instructions that spell out each step of home building from foundation to roof . . . so that the least experienced layman can easily assemble a Swift "pre-built" home.

Follow the lead of thousands of happy home owners all over America who have taken advantage of the "do it yourself" simplicity of assembling a Swift home. You too can save thousands as these thousands have done!

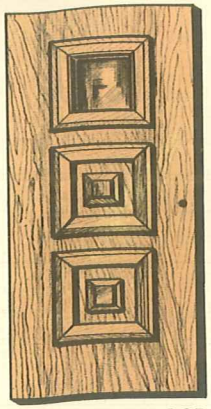
FINANCING

Can you afford NOT to own your own home? There are some folks who pay rent most of their lives, fully convinced that they cannot afford to buy. We believe the reverse is true—for, if year after year you're throwing away thousands of rent dollars then you cannot afford to rent.

Why pay rent? Now you can own your own home with Swift's exclusive financing plan. In fact, financing is easy—we make all the arrangements. No other pre-built home in America can offer a financing plan to compare with ours. Today, almost any one with a regular income and who wants a home can have one . . . all that is required is that you own your own lot, free and clear. The location is your choice—the lot need not be improved. Your Swift Dealer can arrange financing for your home BEFORE it is actually delivered . . . with NO RED TAPE . . . no long delays and no legal double talk! Our plan gives you ample time to pay . . . monthly payments are frequently less than rent on an equivalent apartment or house.

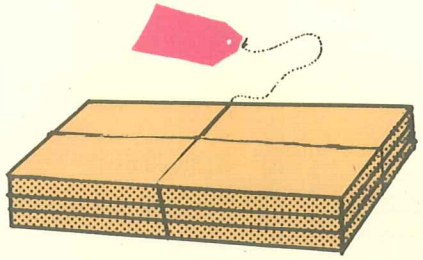
Thousands of happy home owners, all over this great country are now living comfortably in their own Swift home with the knowledge and security that no one can raise their rent or evict them from their very own home. This peace of mind for your family's welfare can be yours. Why not discuss our financing plan with your local Swift Homes dealer.

Financing is easy! We make all arrangements.



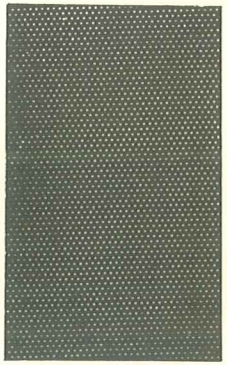
DECORATOR DOOR

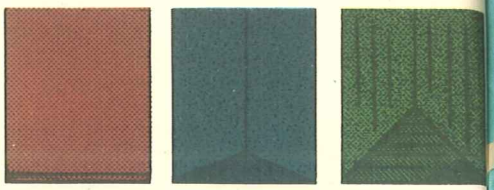
Your choice of handsome birch flush, and decorator exterior doors will give you a doorway of distinction. All hardware is attractive, long wearing brass.



Building your own home will be easy with our famous, nationally advertised materials that come plainly marked for quick identification. All materials are boxed, bundled or packaged.

Heavy Duty Asphalt Impregnated Sheathing to keep you warm in winter and reduce fuel costs. It also insulates and cools during warm summer months.

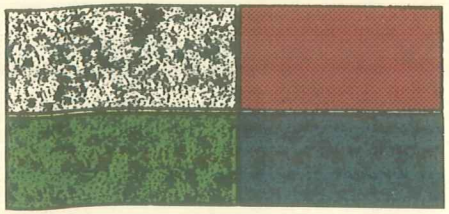




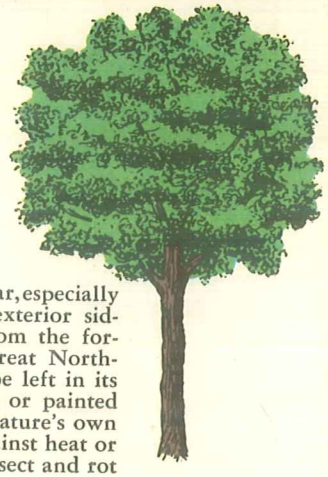
FLAT GABEL HIP

Swift offers a choice of three favorite roof styles at no additional cost. Suit your taste by selecting a sturdy hip roof, handsome gable roof, or modern California flat sun-deck.

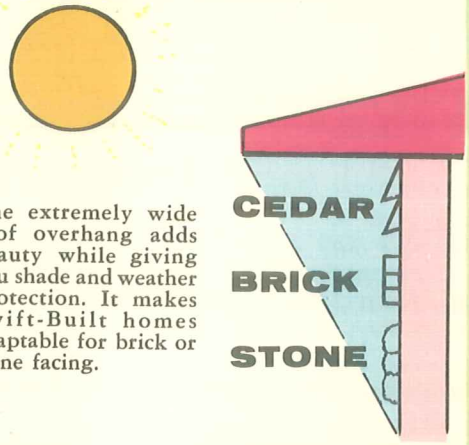
LOOK FOR THESE QUALITY VALUES IN ALL SWIFT-BUILT HOMES!



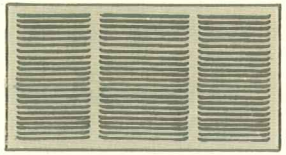
Nationally advertised heavy duty asphalt shingles in your choice of many attractive colors . . . will add a distinctive and attractive note to your exterior color scheme as well as durability to your roof.



Beautiful cedar, especially selected for exterior siding comes from the forests of the great Northwest. It can be left in its natural color or painted to suit. It is nature's own insulation against heat or cold and is insect and rot resistant.



The extremely wide roof overhang adds beauty while giving you shade and weather protection. It makes Swift-Built homes adaptable for brick or stone facing.



Metal screened ventilators that fit under roof overhang allows circulation in the dead-air space of your roof, yet are concealed from view.

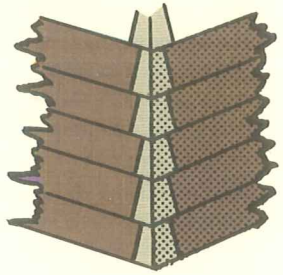
Your floors will have extra rigidity and strength because of the double row metal bridging furnished. It is easier to apply than wood bridging and offers additional stability.

YOUR CHOICE OF 3 DISTINCTIVE WOOD WINDOW STYLES . . .

BEE-GEE CASEMENT
Clean the outside from the inside

BEE-GEE TWIN-TILT
New double-hung windows with sashes that TILT IN

SWIFT AWNINGS AND PICTURE WINDOW
Serves as rain shield as well as ample ventilation



Metal corners are furnished to protect your beautiful Cedar siding from damage. They take paint easily to harmonize with your home's color scheme.

SWIFT

NATIONALLY ADVERTISED

NATIONALLY APPROVED

NATIONALLY ACCEPTED

PRE-cisely why you save with a pre-built Swift Home!

PRE-designed... saves architect's fees!

PRE-engineered... saves planning costs!

PRE-scheduled mass purchasing... saves middleman's costs!

PRE-cutting... saves labor costs!

PRE-cision building...saves material waste!

PRE-planning... saves building time!

All over the country—in America's foremost magazines you'll see Swift Homes ads! Most of the products featured in our homes bear the brand name of nationally known manufacturers. Proudly, for many years, Swift Homes has been awarded the Parent's Magazine Commendation Seal.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

All materials furnished by Swift Homes, Inc. Commended by Parents' Magazine.

Form 57-1-250M

Dealer Service Pledge

Our pledge to you is that we will do everything within our power to make you a happy home owner. We too are interested in the betterment of the community in which you live . . . we want to share in its development as a good place in which your family can live and grow.

As a Swift Homes dealer, we know that our factory has produced a fine home that you can rightly be proud of . . . our homes have always been leaders in design, economy and quality.

From the moment you purchase a Swift home until you are comfortably settled in it, we will be "johnny-on-the-spot" to give you the benefit of our experience, advice and assistance in the erection of your home.

We would be pleased to serve your housing needs.

YOUR AUTHORIZED SWIFT HOMES DEALER

WE HAVE YOUR KEY...

Your Authorized Dealer